## Slims Club #3 Final Audience Selection May 16, 1995

Slims Club #3 will consist of the following audience components:

### Virginia Slims Smokers

- Virginia Slims smokers A.
  - As scored using the Virginia Slims Defensive coupon and continuity models.
  - Excludes those smokers 65+ and non-responsive smokers
- SuperSlims Smokers B.
  - Excludes 65+ and non-responsive smokers

## Audience Components Continued:

### Competitive Smokers

- A. Misty Smokers
  - All available/qualified
- B. Capri Smokers
  - All available/qualified
- C. Menthol Smokers Kool, Newport and Salem
  - Menthol smokers who responded to the Slims Club Enrollment BRC in the Menthol #1 mailing
- D. Competitive Smokers
  - As scored using the Virginia Slims Offensive coupon and continuity models
  - Includes female, 21 to 54, with 100's, 120's or Unknown length
    - Competitive smokers who have been highly responsive or responsive to past Slims offers
    - Key competitive smokers with unknown or low responsiveness

## **Audience Components Continued:**

#### Potential Last Chance Smokers

- Originally identifed for a potential Slims Club #3 Last Chance version of mailing
- Includes both Slims and Competitive smokers who have been given a 3 mailing opportunity and have not responded.

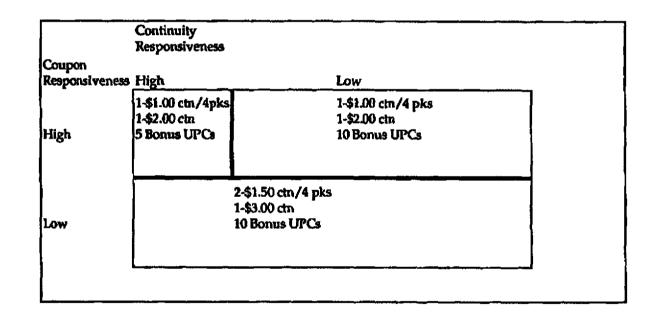
### Slims Club #2 Last Chance Recent Responders

- Includes those smokers who were mailed the Last Chance version of Slims Club #2 and have recently responded to 1994 Slims Club 3, 4, 5 or 6.
- Includes both Slims and Competitive Smokers

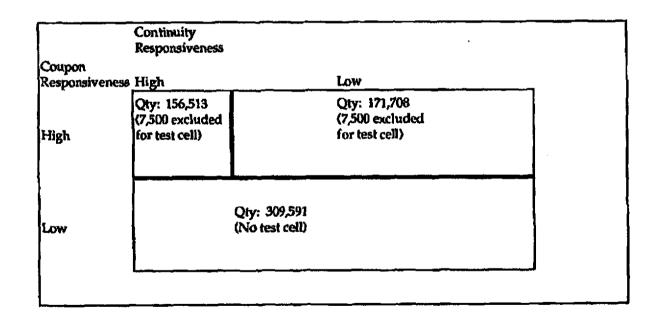
# Modeling Results Virginia Slims Smokers

	Continuity Responsiveness				
Coupon Responsiveness	High 1	2	3	Low 4	Total
High 1	102,964	48,687	14,001	5,865	171,517
2	61,049	66,925	31,016	12,714	171,704
3	6,094	41,368	67,387	47,875	162,724
Low 4	713	13,682	53,152	79,320	146,867
Total	170,820	170,662	165,586	145,774	652,812

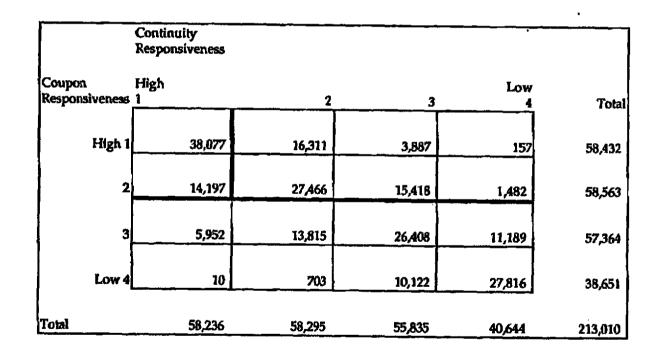
# Virginia Slims Smokers Proposed Versioning based on 4 Quadrants



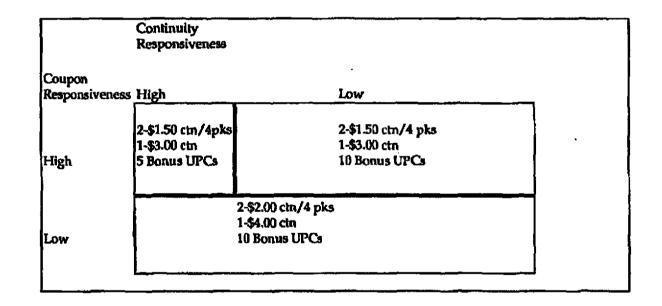
## Virginia Slims Smokers Counts Based on Audience Versioning



# Modeling Results Competitive Smokers



# Competitive Smokers Proposed Versioning based on 4 Quadrants



# Competitive Smokers Counts Based on Audience Versioning

	Continuity Responsiveness		
Сопроп			
Responsivenes	e High	Low	
High	Qty: 44,774 (7,500 excluded for test cell)	Qty: 57,221 (7,500 excluded for test cell)	
Low	Qty: 96,015 (No test cell)		